

**Dienger, Whitney**

Chabot # 66781

**From:** Jacobs, Sarah  
**Sent:** Friday, October 26, 2012 9:15 AM  
**To:** Dienger, Whitney  
**Subject:** FW: URGENT MGKDS WKRC

---

**From:** Whitney Eversole [mailto:WEversole@strategicmediaplacement.com]  
**Sent:** Friday, October 26, 2012 9:12 AM  
**To:** Jacobs, Sarah  
**Subject:** RE: URGENT MGKDS WKRC

GOOD

---

**From:** Jacobs, Sarah [mailto:SJacobs@local12.com]  
**Sent:** Friday, October 26, 2012 9:10 AM  
**To:** Whitney Eversole  
**Cc:** Dienger, Whitney  
**Subject:** URGENT MGKDS WKRC  
**Importance:** High

Chabot: # 66781 ends 10/27  
 N/A 10/25 6pm at \$650 & 10/26 6pm at \$650.  
 MKGD 1x 6pm 10/29 at \$1200 (P2), 1x 5am 10/29 at \$100 (P4)  
 S-530A

Mandel bookend :15s  
 N/A 1x LN Th 10/25 @ \$1100.  
 Mkgd 1x Big East Sat 10/27 \$750, 1x Andersen 10/29 at \$350 (P2)

Mandel :30s  
 N/A 1x 10/28 CBS this Morning @ \$450, 1x 10/28 Face the Nation @ \$350.  
 Mkgd 2x Andersen w/o 10/29 at \$350 each (P2) and 1x 5am News 10/29 @ \$100 (P4).

Mandel Kennedy  
 N/A 1x 10/25 6pm @ \$650.  
 Mkgd 430-5pm on 10/29 @ \$650 (P2)

10/26/2012

# ORDER

## LOCAL 2

Orders	Order / Rev:	66781
	Alt Order #:	
	Product Desc:	2968
	Estimate:	2968
	Flight Dates:	10/18/12 - 10/29/12
	Original Date / Rev:	10/17/12 / 10/26/12
	Order Type:	GENERAL

Primary AE:	Local 12 WKRC-TV
Sales Office:	LSM LSM
Sales Region:	CVG
	Local

Agency	Name:
	Buying Contact:
	Billing Contact:
	7669 Stagers Loop
	Delaware, OH 43015

Billing Type:	Cash
Billing Calendar:	Broadcast
Billing Cycle:	EOM/EOC
Agency Commission:	15%

Advertiser	Chabot for Congress
Name:	
Demographic:	HH
Product Codes:	US Congress
Priority:	P-3
Revenue Codes:	AGY, POL-CAND, GEN

New Business Thru:	
Order Separation:	00:10:00
Advertiser External ID:	
Agency External ID:	

## Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
10/01/12	10/28/12	33	\$21,525.00	\$18,296.25
10/29/12	10/29/12	2	\$1,300.00	\$1,105.00

## Totals

Month	# Spots	Gross Amount	Net Amount	Rating
October 2012	33	\$21,525.00	\$18,296.25	0.00
November 2012	2	\$1,300.00	\$1,105.00	0.00
<b>Totals</b>	<b>35</b>	<b>\$22,825.00</b>	<b>\$19,401.25</b>	<b>0.00</b>

## Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
LSM LSM			Start Of Order - End Of Order	100%

Order Share	Share	Total
Local 12 WKRC-TV	41%	\$22,825.00
Market	100%	\$55,670.73

Competitive Share	Share	Total
EKRC	0%	\$0.00
UNKWN	0%	\$0.00
WCPO	19%	\$10,577.44
WLWT	20%	\$11,134.15
WSTR	10%	\$5,567.07
WXIX	10%	\$5,567.07

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N 1	WKRC	10/18/12	10/27/12	6a Good Morn Cincinnati	CM	6:00 AM-6:30 AM	11112--	:30	6	\$325.00	P-3	0.00	NM	8	\$2,600.00
				6a Good Morn Cincinnati		(6:00 AM-6:30 AM)									
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>								
		Week: 10/15/12	10/21/12	---12--	3	\$325.00	0.00								
		Week: 10/22/12	10/28/12	11111--	5	\$325.00	0.00								
N 2	WKRC	10/18/12	10/27/12	6a Good Morn Cincinnati	CM	6:30 AM-7:00 AM	11111--	:30	5	\$325.00	P-3	0.00	NM	3	\$975.00
				6a Good Morn Cincinnati		(6:30 AM-7:00 AM)									
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>								
		Week: 10/15/12	10/21/12	---1---	1	\$325.00	0.00								
		Week: 10/22/12	10/28/12	-1-1---	2	\$325.00	0.00								
N 3	WKRC	10/20/12	10/27/12	6a-8a Local 12 News SaCM		7:00 AM-8:00 AM	-----1-	:30	1	\$150.00	P-3	0.00	NM	2	\$300.00

Order / Rev: 66781 Advertiser: Chabot for Congress  
 Alt Order #: Product Desc: 2968 Local 12 WKRC-TV  
 Flight Dates: 10/18/12 - 10/29/12 Estimate: 2968

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
6a-8a Local 12 News Sat (7:00 AM-8:00 AM)															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>								
Week:		10/15/12	10/21/12	-----1-	1	\$150.00	0.00								
Week:		10/22/12	10/28/12	-----1-	1	\$150.00	0.00								
N 4	WKRC	10/21/12	10/21/12	CBS Sun Morning	CM	10:00 AM-10:30 AM	-----1	:30	1	\$450.00	P-3	0.00	NM	1	\$450.00
CBS Sun Morn News (10:00 AM-10:30 AM)															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>								
Week:		10/15/12	10/21/12	-----1	1	\$450.00	0.00								
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>	<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>	<u>Rate</u>	<u>Rtg</u>	<u>Type</u>					
1	WKRC	10/15/12-10/21/12		CBS Sun Morning	10:00 AM-10:30 AM	-----Su	:30	<del>(\$450.00)</del>	0.00	NM					
See MG 4.2															
[No Avail]															
2	WKRC	10/23/12-10/26/12	10/26/12	CBS This Morning		7:00 AM-8:00 AM	7-TwThF----	:30		\$450.00	0.00	NM			
MG for 4.1 10/21															
[Approved by Buyer]															
N 5	WKRC	10/18/12	10/19/12	5p Local 12 News at Five	CM	5:30 PM-6:00 PM	---11--	:30	2	\$600.00	P-3	0.00	NM	2	\$1,200.00
5p Local 12 News at Five (5:30 PM-6:00 PM)															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>								
Week:		10/15/12	10/21/12	---11--	2	\$600.00	0.00								
Week:		10/22/12	10/28/12	11111--	5	\$650.00	0.00								
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>	<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>	<u>Rate</u>	<u>Rtg</u>	<u>Type</u>					
7	WKRC	10/22/12-10/28/12		6p Local 12 News at Six	6p-630p	MTWThF----	:30	<del>(\$650.00)</del>	0.00	NM					
See MG 6.9,6.10															
[No Avail]															
8	WKRC	10/22/12-10/28/12	10/28/12	6p Local 12 News at Six		6p-630p	MTWThF----	:30		<del>(\$650.00)</del>	0.00	NM			
See MG 6.9,6.10															
[No Avail]															
9	WKRC	10/29/12-10/29/12	10/29/12	6p Local 12 News at Six		6p-630p	M-----	:30		\$1,200.00	0.00	NM			
MG for 6.8,6.7															
[Approved by Buyer]															
10	WKRC	10/29/12-10/29/12	10/29/12	5a Good Morn Cincinnati		5:00 AM-5:30 AM	5-30 AM	:30		\$100.00	0.00	NM			
MG for 6.8,6.7															
[Approved by Buyer]															
N 7	WKRC	10/18/12	10/27/12	11p M-F Local 12 News	CM	11p-1135p	11112--	:30	6	\$1,100.00	P-3	0.00	NM	8	\$8,800.00
11p M-F Local 12 News 11															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>								
Week:		10/15/12	10/21/12	---12--	3	\$1,100.00	0.00								
Week:		10/22/12	10/28/12	11111--	5	\$1,100.00	0.00								
N 8	WKRC	10/20/12	10/27/12	11p Sa-Su Local 12 Nws	CM	11p-1135p	-----1-	:30	1	\$1,100.00	P-3	0.00	NM	2	\$2,200.00
11p Sa-Su Local 12 Nws 11															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>								
Week:		10/15/12	10/21/12	-----1-	1	\$1,100.00	0.00								
Week:		10/22/12	10/28/12	-----1-	1	\$1,100.00	0.00								
N 9	WKRC	10/21/12	10/21/12	11p Sa-Su Local 12 Nws	CM	11p-1135p	-----1	:30	1	\$1,100.00	P-3	0.00	NM	1	\$1,100.00
11p Sa-Su Local 12 Nws 11															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>								
Week:		10/15/12	10/21/12	-----1	1	\$1,100.00	0.00								
Week:		10/22/12	10/28/12	-----1-	1	\$1,100.00	0.00								
Totals 35 \$22,825.00															

Totals 35 \$22,825.00